



**ND Department of Public Instruction
Child Nutrition and Food Distribution Programs
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Smarter Lunchroom Movement (SLM)

Mission:

- *The mission of the Smarter Lunchrooms Movement is to equip school lunchrooms with evidence-based tools that improve child eating behaviors and thus improve the health of children.*



SLM Core Values:

- Low cost/No-Cost Solutions
- Lunchroom Environment Focus
- Promotion of healthful eating behaviors
- Sustainability



Introduction Video

- www.youtube.com/watch?v=BKFf5QiTqgg
- Please note that this video was made prior to the Smart Snacks in Schools Rule. Some food mentioned/seen in this video may not comply with the Smart Snacks in Schools Rule.



Fruit

- As simple as slicing:
 - www.youtube.com/watch?v=RJ4E9raEspc
- Additional research about sliced fruit:
 - “Whole fruit is inconveniently large for younger students, especially those with braces or missing teeth.”
 - “Older female students found it messy and unattractive to eat whole fruit in front of others”
 - Source: www.extension.org/pages/69074/slice-it-up:-serving-pre-cut-fruit-can-increase-fruit-consumption#.UORBlcbQdaS



Fruit

- **To Increase the Number of Students Who Select Fruit:**
 - Display fruit in 2 locations per line.
 - Display whole fruits in an attractive bowl or basket instead of a steel trays.
 - Use signs and verbal prompts to draw attention to fruit and encourage kids to select them.
 - Source: www.extension.org/pages/68884/3-ways-to-encourage-kids-to-make-healthier-food-choices-in-school-lunchrooms#.U0QJPsbQdaQ



Vegetables

- Name that Veggie!
 - www.youtube.com/watch?v=w4sWhOa4bjA
- Additional research about naming vegetables:
 - In one study consumption increased by 66%
 - In another study there was almost a 100% increase in vegetables selected.
 - Source: www.extension.org/pages/68766/tiny-tasty-tree-tops:-study-shows-that-giving-vegetables-attractive-names-increases-their-popularity#.U0QOUMbQdaQ



Vegetables

- Ideas for naming vegetables:
 - X-ray Vision Carrots
 - Power Punch Broccoli
 - Silly Dilly Green Beans
 - Tiny Tasty Tree Tops
 - Rainbow Veggie Blend
 - Any other ideas???

In the Lunchroom, What's in a Name?

- Time for an activity!





Vegetables

- **To Increase the Number of Students Who Select Vegetables:**
 - Give veggies creative or descriptive names. Display name signs beside the veggies.
 - Display the creative, age-appropriate names on menu boards outside the cafeteria.
 - Create a Student Nutrition Action Committee (SNAC) and make them responsible for creating veggie names and signage.
 - Source: www.extension.org/pages/68884/3-ways-to-encourage-kids-to-make-healthier-food-choices-in-school-lunchrooms#.U0QJPsbQdaQ

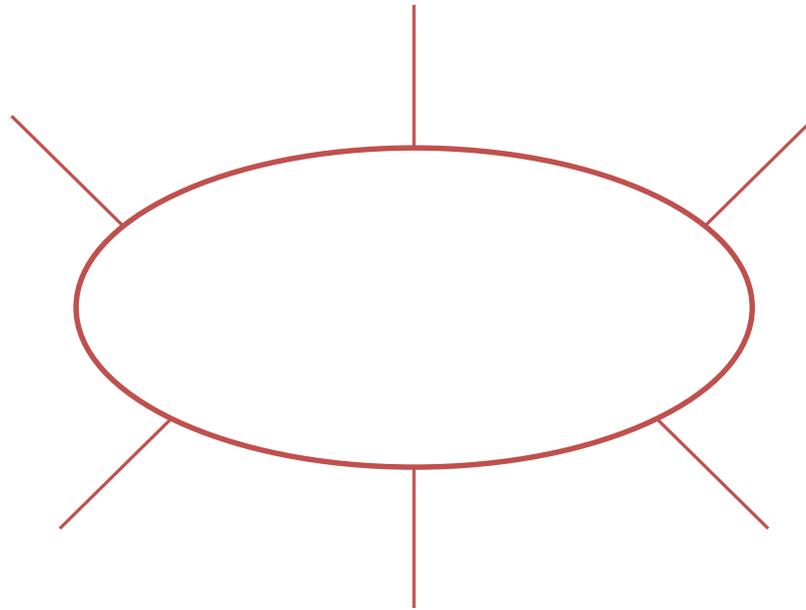


Vegetables

- The Power of Choice
 - www.youtube.com/watch?v=Q1SVhoCyiNU
- Choice Architecture vs. Choice Restriction
 - Both children and adults don't like feeling forced to do something.
 - Choice architecture with veggies sets kids up to make their own choice, which makes them feel in control
 - Source: www.extension.org/pages/69120/guiding-healthier-choices-in-schools:-the-case-of-choice-architecture-vs-choice-restrictions#.U0QI08bQdaQ

Other SLM Factors to Consider

- Where is your favorite place to eat and why?



Dining Environment

- Line flow and design
 - Naturally direct and speed-up the flow of your serving line simply by rearranging items at the beginning of your line: trays, utensils, napkins, milk, etc.



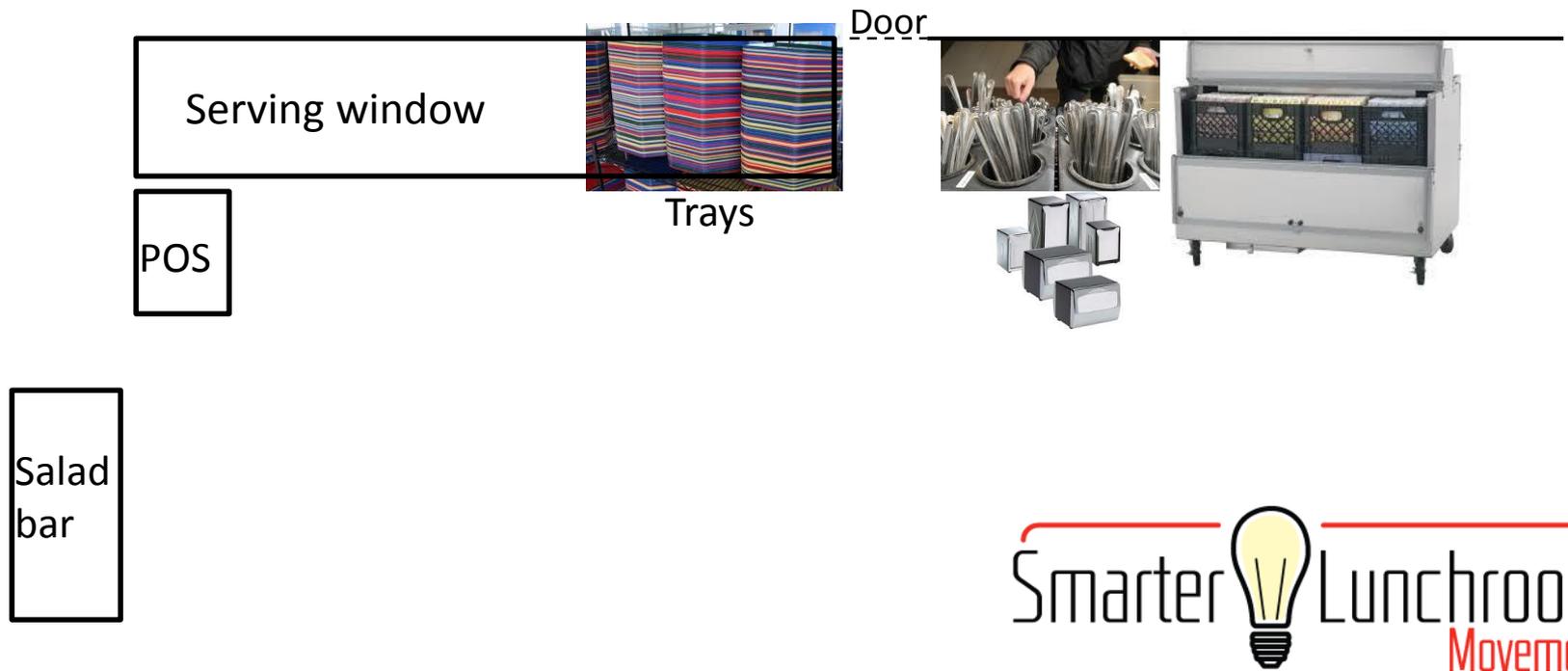
Dining Environment

- Salad bar flow and design
 - Have the serving line lead straight to the salad bar. Then students have to look/stop at all the colorful, nutritious fruits & vegetables!



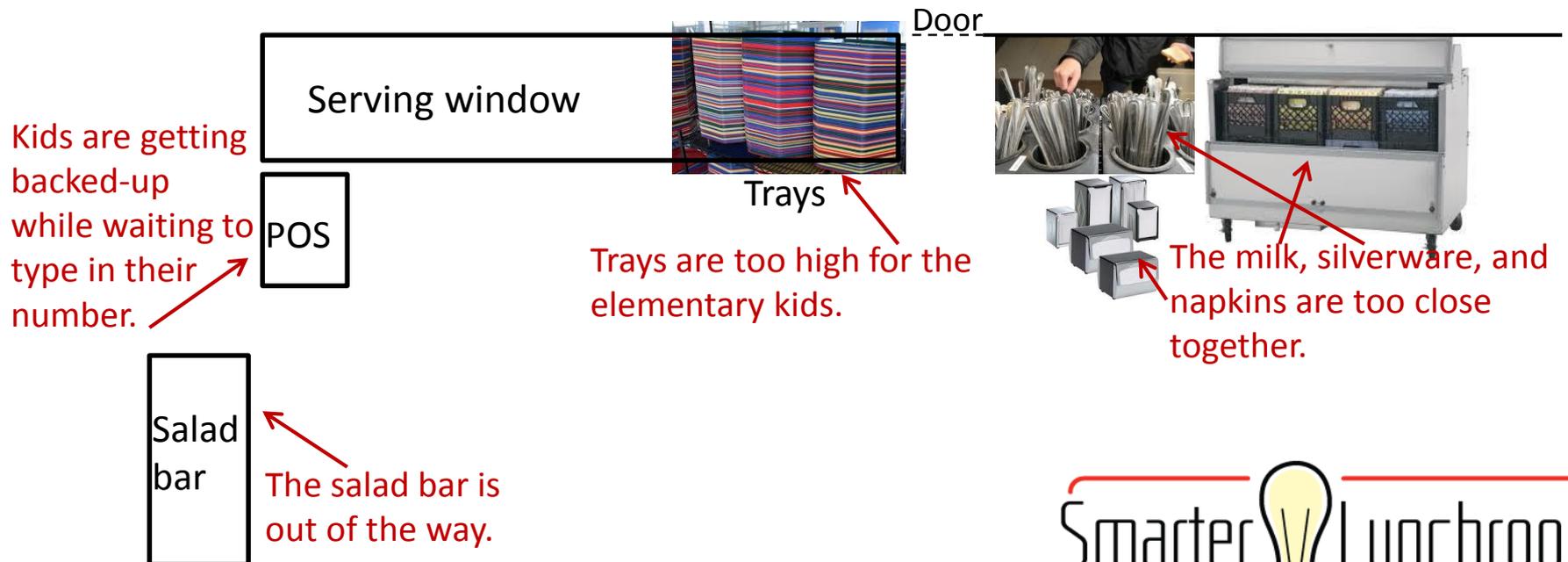
Dining Environment

- Line flow and design: Case Study (Based on a ND K-12 school.)
 - School's complaint: The serving line is too slow
 - School serving line layout: **What are some issues with this serving line?**



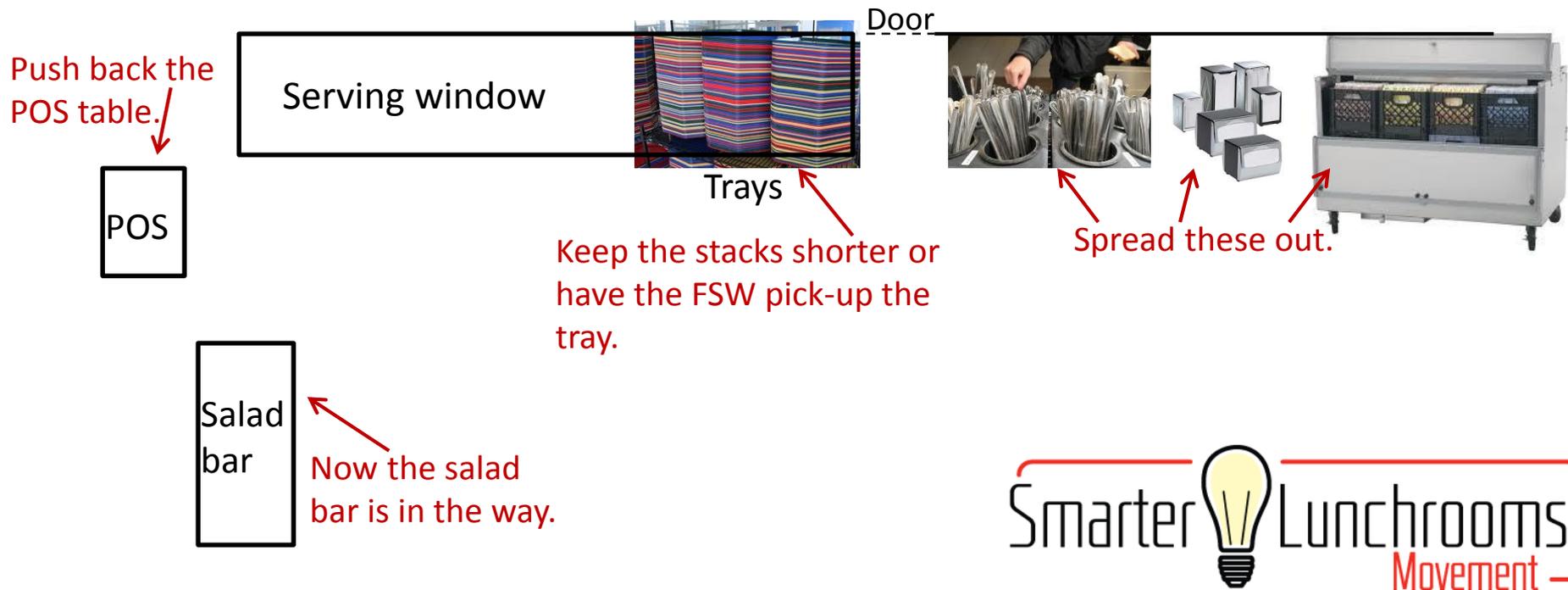
Dining Environment

- Line flow and design: Case Study (Based on a ND K-12 school.)
 - School's complaint: The serving line is too slow
 - School serving line layout: How could this serving line be improved?



Dining Environment

- Line flow and design: Case Study (Based on a ND K-12 school.)
 - School's complaint: The serving line is too slow
 - School serving line layout:



Dining Environment

- What's for lunch?!
 - Let's not find out by looking in the garbage!



Dining Environment

- What's for lunch?!
 - How about checking the menu!

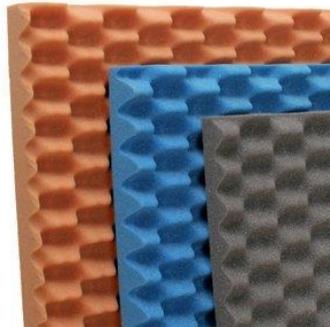


Dining Environment

- Create a themed dining room
 - www.youtube.com/watch?v=OFzjhX50mcU

Dining Environment

- What about the noise level?!?
 - Play soothing music at a low volume
 - Have cafeteria monitor/supervisor limit rowdy behavior and excessive noise
 - Sound absorbing panels/egg form



Dining Environment

- Friendly service
 - Provide service with a smile
 - Like them first
 - Make an appearance



- Source: www.extension.org/pages/68795/serving-up-the-smile-factor:-5-ways-to-leverage-likeability-and-increase-lunchroom-sales#.U0QOecbQdaQ

SLM Principles: Q&A

- **How do I know which Smarter Lunchroom Movement principle will be most effective in my lunchroom?**
 - Observe your lunchroom from many different angles
 - Have multiple people help observe to get different viewpoints
 - Look around your lunchroom at the height that your elementary students see it
 - Use the General Observation Checklist
- Source: ask.extension.org/questions/149950#.U0QITMbQdaQ

General Observation Checklist



Cafeteria General Observations

District/School _____

Date: _____

General	Rating
Noise Level	
Lighting	
Odor	
Clear traffic pattern	
Menu clear & neat	
menu presented before approaching serving area	
Menu uses descriptive words	
Cheerful lunchroom staff	
Teaching staff present	
Free cold water available	
Free cold water advertised & promoted	

Dining Area	Rating
Cleanliness	
Attractive healthy food posters	
Monitors circulating	
Monitors' rapport with students	

Check Out	Rating
Cheerful lunchroom staff	
Efficient	
Only healthy items by check out	
Positive verbal prompts	

Directions:
 Write "+" for positive impression
 Write "N" for neutral impression
 Write "-" for negative impression
 Write "n/a" for not applicable or not present

Serving and ala carte area	Rating
Cleanliness	
Sample reimbursable meal on display	
Healthiest food offered at beginning of serving line	
Food's appearance	
Fruits and Vegetables in (2) locations	
Fruit displayed in bowls or baskets	
Cut up fruit available	
White milk 50% stock	
White milk front or first beverage	
Salad bar in main line of traffic	
Less healthy ala carte items away from flow of traffic	

Adapted from www.smarterlunchrooms.org

One thing this cafeteria is doing really well:
One suggestion you have for this cafeteria:
One thing you see in this cafeteria that you can bring to your cafeteria:

Getting Support from Administration

- Talking points:
 - SLM changes are low cost/no cost.
 - SLM recommendations and techniques are evidence and research bases.
 - SLM is a growing trend nationwide.
- Source: www.extension.org/pages/68794/generating-buy-in-from-school-administration-officials#.U0QN4sbQdaQ



How can I know if these changes are making a difference???

- Easiest way: compare production records from before & after the change
- Most accurate & hands-on way: tray waste study
- Source: www.extension.org/pages/69694/how-can-i-know-that-the-changes-i-have-made-in-the-lunchroom-are-making-a-difference#.U0QWWMbQdaQ

Additional Resources

- SLM 2 hour training module

<http://smarterlunchrooms.org/training>



The screenshot shows the Smarter Lunchrooms Movement website. At the top left is the logo, which includes a lightbulb and a fork and knife. To the right of the logo is a search bar and social media icons for Facebook, Twitter, and YouTube. Below the logo is a navigation menu with links for Home, About Us, Our Ideas, Get Involved, Resources, Training, and My Plan. The main content area is titled "Training" and features a section for "Take the 2hr Training Module" with a large image of the words "School Lunch" in colorful letters above three apples. To the right of this image is a list of "Upcoming Events" including the 2014 Smarter Lunchrooms Symposium, a New Jersey-SNA Regional Training Meeting, an Obesity, Etiology, Prevention and Treatment Lecture, and a meeting for Supervisors & Nutrition Directors - SNA of Ohio.

Smarter Lunchrooms Movement

The Smarter Lunchroom Movement is brought to you by the Cornell Center for Behavioral Economics in Child Nutrition Program and is funded by the USDA ERS/FNS

Home About Us Our Ideas Get Involved Resources Training My Plan

Training

Take the 2hr Training Module



Upcoming Events

IN-PERSON TRAINING
2014 Smarter Lunchrooms Symposium
Thursday, May 15, 2014 - 5:00pm to Saturday, May 17, 2014 - 5:00pm
Cornell University - Ithaca, NY

IN-PERSON TRAINING
New Jersey- SNA Regional Training Meeting
Thursday, March 6, 2014 - 3:00pm to 6:00pm
Wayne Valley High School - Wayne, NJ

MEETING
Obesity, Etiology, Prevention and Treatment Lecture
Thursday, February 27, 2014 - 12:00pm to 1:00pm
Columbia University

IN-PERSON TRAINING
Supervisors & Nutrition Directors - SNA of Ohio
Wednesday, February 12, 2014 - 8:15am to 1:15pm
Sleepy Hollow Golf Course - Brecksville, OH

Interested in learning more about the Smarter Lunchrooms Movement and want to earn continuing education credits? This course is a great introduction to behavioral economic theory and application in under 2 hours! It offers 2 continuing education credits from the School Nutrition Association.



Additional Resources

- Smarter Lunchrooms Movement

<http://smarterlunchrooms.org/>

- Certified online course
- Videos
- Training materials
- Checklists
- Products/posters

- Extension

[www.extension.org/healthy food choices in schools](http://www.extension.org/healthy_food_choices_in_schools)



Questions?